

Social media recommendations for Olin-associated individuals

If you are using a social media page as an official surrogate/representative of your center/department:

Though you aren't specifically stating that the account exists as your center or department (i.e., you identify as a professor, staff member, etc. but use your social media account almost exclusively as a representation of the brand), your presence on social media should be understood to represent that brand or department directly. Please follow strictly the guidelines below and remember that what you post directly represents WashU Olin. Please feel free to consult Olin's social media team for assistance.

If you are using a social media page personally, whether or not you disclose on that page that you work for WashU Olin:

Your presence online using your name is inextricably linked to your position as a member of the Olin community, and what you say and do online therefore indirectly represents the school. While we will not police what you do on your personal social media accounts, please remember that you represent Olin in your conduct online, and nothing is truly private. Please avoid any and all inappropriate behavior, hateful speech, and illegal activity online.

Facebook

- The most “personal” of the social media platforms
- Post as often and as personally as you like, but recommended no more than 1-2 times per day

Twitter

- Avoid posting more than 3-4 tweets per day
 - The more you post on twitter, the less likely people are to see your tweets. Pick the few favorite things you really want people to see – you'll make a better impact.
- Use no more than 1-2 hashtags per tweet, and use when relevant. Do not make up your own hashtags, particularly around WashU or Olin
- If tweeting about an Olin event, feel free to use #OlinNow
- If Olin related, tag @wustlbusiness

LinkedIn

- On your linkedin page, you are inextricably linked to your current position. Please keep that in mind and think before you post.
- Focus on professional and job-related posts: lifelong learning, new skills, professional development, making connections, etc.

Instagram

- Photos come first! Don't try to come up with a comment or caption first then make a picture work around it. If you're doing that, you should be posting to facebook or twitter.
- Post no more than once a day to Instagram feed, and be mindful of your Instagram stories (if you post a ton, people won't watch them)